



3Pillars Project

THE WILL TO SUCCEED

FUNDRAISING GUIDE





CEO's Introduction - Welcome to our Supporters Club

Hello Supporter,

Thank you joining our Supporters Club and supporting us with your fundraising. Together we can make a difference and help young people at risk of crime or violence.

The money you raise from your event will help us to provide sports-based mentoring programmes for young people in prison, in pupil referral units and in the community, to realise their potential and capacity for positive change.

This guide will give you exciting ideas and tips on how to make the most of your fundraising. What you do is entirely up to you and every pound you raise for 3Pillars Project will make a difference.

We hope you enjoy your experience of fundraising for 3Pillars. If you need any further information or support please do not hesitate to contact us at info@3pillarsproject.com.

Good luck with your event and remember to use the 3Pillars social handles in all of your communications - **#3Pillars** & **@3pillarsproject**.

Mike Crofts





Why we need your support

To improve the lives of young people at risk of committing crime, by providing effective support. Childhood experience has a large impact on likelihood to commit a crime, particularly Adverse Childhood Experience (ACEs). Young people with experiences of 4 or more ACEs are:

15x

more likely to have
committed violence

20x

more likely to have
committed violence

14x

more likely to have
committed violence

TF's Story

Prior to our course in July 2017, TF was known by prison staff as a negative influence and failed to engage with prison programmes.

Within a few weeks of joining the 3Pillars programme, TF developed positive relationships with our coaches and demonstrated an outstanding improvement in behaviour. TF also began to contribute constructively in workshop sessions and his improved behaviour was commented on by prison staff.

In October 2017, TF was offered the opportunity to become a Course Assistant with 3Pillars Project. Over the next few months, TF demonstrated his excellent leadership skills and was able to inspire participants to engage with the project.

Following his release, we have liaised with him and with third party organisations in order to provide him with training and employment opportunities.





What your support will do

By hosting a 3Pillars Project fundraising event, every pound you raise will make a difference to children at risk of crime and violence, so please set your target high.



£10 To fund a participant's shorts and socks.

£20 A participant's course materials, workbooks and qualification certificates.



£50 Level 1 and Level 2 Sports Leader Qualification for one participant.

£100 A coach to deliver one day of training in the community or in custody.



£200 Purchases rugby equipment for one 8-week course.

£250 Trains a coach to deliver qualifications to young people.



£500 Funds an Assistant Coach for 4 weeks.

£1000 Funds a Mentor for one 8-week course.

Hold an event for 3Pillars

In need of some inspiration? We've come up with a range of different ways you can support 3Pillars Project.



Take on a Challenge

Run, hike or bike with 3Pillars as your chosen charity. Get friends, family and colleagues to sponsor you. Create an online sponsorship page on our [Virgin Money Giving page](#) **download our form.**



Host a Bake Sale

Bake your way to fundraising success by running an event at work, school or your home. Gathering donations is much easier when you're offering something people want anyway!



Get Competitive

Why not organise a rugby or football match with friends or colleagues; even if you don't win, this is one match that guarantees you'll make a difference. Ask individuals to pay an entry fee and ask spectators to donate.



Host a Quiz Night

Holding a fundraising quiz is fun and easy; you could have friends and family over to take part at your house, or go all out by holding it at a pub or local venue. You host the night and guests pay to play. Simple... but the questions might not be.

Making the most of your 3pillars event



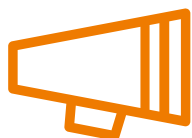
The more you talk about your fundraising, the more people will donate, so make sure you publicise what you are doing.



Order Resources

Contact info@3pillarsproject.com and let us know what resources you would like to support your event.

Spread the Word



1. **Contact your local newspaper or radio** and tell them you are raising money for 3Pillars Project.
2. If you are hosting an event at school, let parents and guardians know about your event by featuring it in your next **school newsletter**.
3. Use social media. Take lots of photographs and videos to tell people how you are raising money for 3Pillars and why. Don't forget to use the 3Pillars social handles in all of your communications - **#3Pillars** & **@3pillarsproject**.



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Tell us how it went!

We would love to hear about your event and see any photos and videos from the day. Sharing stories is a fantastic way for us to showcase our amazing Supporters.

Contact us by emailing info@3pillarsproject.com.

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THANK YOU!

